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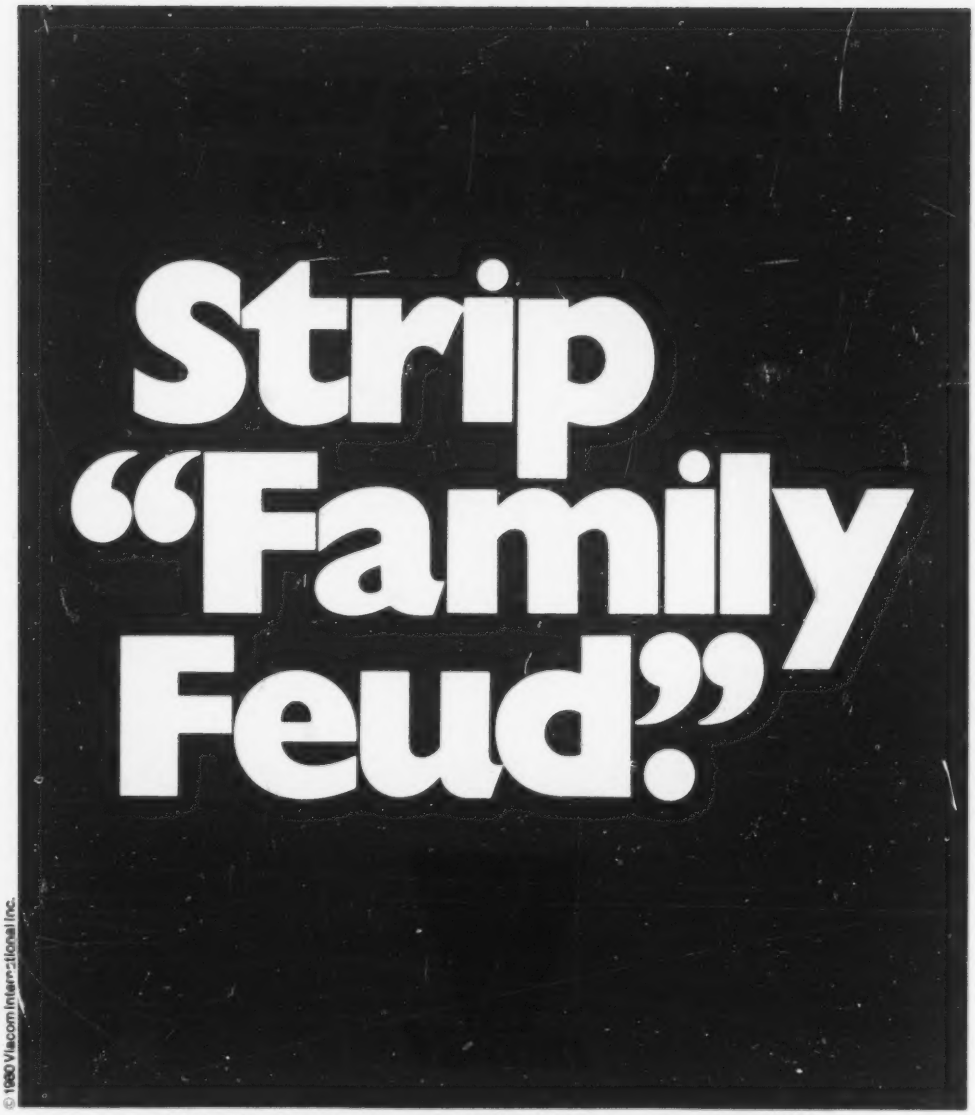
Rising curve of CBS-TV's fortunes passes low point of ABC-TV's year

Broadcasting Feb 4

The newsweekly of broadcasting and allied arts

Our 49th Year 1980



Out in front at the NATPE! Suite 4378, San Francisco Hilton.

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The Week in Brief

CBS-TV ON TOP ☐ The ratings win for the week ended Jan. 27 puts the network in first place for the season. **PAGE 35.** Daly is delighted, but is realistic about the strong cards the competitors still hold. **PAGE 36.**

PLUM FOR WARNER AMEX ☐ It gets the Pittsburgh city council's vote for a cable system that will mark an extension of Qube. **PAGE 37.**

PRIMING FOR PRIMARIES ☐ The number of presidential forums continues to increase. The League of Women Voters announces its plans. Reagan is first to accept South Carolina invitation. **PAGE 38.**

SHOTS FROM SHALES ☐ The *Washington Post* critic charges the TV networks with being unfair to Ted Kennedy. They reply that their coverage is unbiased. **PAGE 38.**

AFTER THE SHOCK ☐ There is outrage in the wake of the FCC's decision to strip RKO General of its stations, but there is no mass rush to defend the long-time licensee. Westinghouse fares much better and survives threat to renewal of its KPIX. **PAGE 40.**

GOP CRIMPS TV BULLETS ☐ Two party committees will spend $5 million for spots aimed primarily at 50 million young Americans going to the polls in the fall. **PAGE 42.**

OLYMPICS STANDBYS ☐ NBC says it has programing to fill the gap if the U.S. boycotts the Moscow games. Advertisers prepare alternate commercials. **PAGE 46.**

LLOYD'S UNPERTURBED ☐ The giant insurance clearinghouse hardly bats an eye about the Satcom loss and the possible collapse of the Moscow Olympics. **PAGE 55.**

TIGHTER PURSE STRINGS ☐ Carter's budget for fiscal 1981 would give the FCC $77.1 million, about $4 million more than was requested last year but less than $1 million more than is actually being spent in the current year. The FTC is treated more generously. **PAGE 67.**

RADIO DEREGULATION THOUGHTS ☐ The FCC is swamped with comments, though the filing deadline is still two months away. **PAGE 70.**

VAN DEERLIN'S LATEST ☐ The House Communications Subcommittee almost unanimously approves a revamp of the Communications Act that focuses on deregulation of common carriers and recasts AT&T's role. There are no broadcasting provisions. **PAGE 73.**

ANA PERSISTS ☐ It wants the Supreme Court to rule that the appeals court was wrong in letting the FTC chairman back into the children's advertising proceeding, even though Pertschuk eventually took himself out of the inquiry. **PAGE 74.**

COPYRIGHT CROSSFIRE ☐ The NTIA rebuts a congressional research group that contended the FCC doesn't have authority to implement the retransmission control proposal of the Geller agency. **PAGE 75.**

DEMAND EXCEEDS SUPPLY ☐ Western Union is able to accommodate nine of 19 companies that wanted full-time transponders on WU's three-satellite Westar system. It's part of WU's marketing strategy to serve noncable users. **PAGE 85.**

IN VIDEODISK DERBY ☐ Matsushita will market JVC's system, putting it in the battle with RCA and Philips for the consumer market. **PAGE 88.**

THE MALTZ MOMENTUM ☐ As a 14-year-old, Milton Maltz began in broadcasting during the golden days of Chicago radio. He's never gotten over that initial enthusiasm. It has provided him with the drive to better understand the business and the people in it, and to shape the growing fortunes of Malrite Broadcasting Co. **PAGE 113.**

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Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period Ended	Current and change: Revenues	% Change	Net income	% Change	Per Share	Year earlier: Revenues	Net income	Per Share
Adams-Russell	3 mo. 12/30/79	57,958,000	+24.5	$529,000	+44.5	.29	$6,397,000	$366,000	.21
Chuck Barris Productions	6 mo. 11/30/79	31,038,000	+44.3	5,967,000	+57.0	.95	21,513,000	3,800,000	.60
Cablecom-General	year 11/30/79	37,384,122	+11.1	4,971,271	+ 7.8	1.93	33,641,693	4,610,227	1.79
Chris-Craft Industries	3 mo. 11/30/79	28,884,000	+ 6.0	2,182,000	- 4.7	.67	27,229,000	2,228,000	.51
Farinon Corp	9 mo. 12/31/79	76,990,000	+19.8	3,205,000	-13.2	.65	64,238,000	3,691,000	.77
Filmways	9 mo. 11/30/79	190,147,000	+64.3	7,168,000	+ 9.6	1.25	115,726,000	6,538,000	1.40
Harris Corp	6 mo. 12/28/79	525,659,000	+14.6	33,287,000	+19.0	1.27	458,554,000	27,957,000	1.10
Marvin Josephson Associates	6 mo. 12/31/79	19,394,200	- 0.1	2,450,800	-25.1	.95	19,403,200	3,270,800	1.28
Kansas State Network	3 mo. 11/30/79	5,841,000	+13.7	633,000	+ 2.5	.34	5,137,000	617,000	.33
Meredith Corp	6 mo. 12/31/79	170,780,000	+ 8.5	10,983,000	+44.9	3.53	157,371,000	7,577,000	2.45
A. C. Nielsen Co	3 mo. 11/30/79	113,127,000	+24.6	7,538,000	+46.6	.69	90,770,000	5,142,000	.47
Rollins Inc	6 mo. 12/31/79	187,063,576	+14.2	14,010,357	+19.6	1.04	163,732,119	11,707,069	.87
Scientific-Atlanta	6 mo. 12/31/79	85,972,000	+50.2	5,199,000	+51.5	1.12	57,231,000	3,431,000	.83
Scripps-Howard Broadcasting	year 12/31/79	69,956,353	+ 7.0	15,970,073	+10.3	6.19	65,342,624	14,470,780	5.60
Transamerica	year 12/31/79	4,038,628,000	+14.5	240,202,000	+14.5	3.66	3,526,529,000	209,705,000	3.17
Walt Disney Productions	3 mo. 12/31/79	185,483,000	+19.9	25,653,000	+42.4	.79	154,672,000	18,007,000	.56

Very good year

TVB tally for 1979 shows TV viewing up every month over year-earlier statistics

December made it official, rounding out—for the first time since record-keeping started—a year in which home television viewing levels each month exceeded all previous figures for that month.

The Television Bureau of Advertising, which keeps track using A. C. Nielsen Co. data, had anticipated in mid-December, when it was clear that the first 11 months had all set records, that December might make it a full sweep (BROADCASTING, Dec. 17, 1979). When the December count came in, it showed a one-minute lead over the previous December record of six hours 52 minutes of viewing per TV home per day, set in 1976.

For the year, average daily viewing was six hours 28 minutes per home, 10 minutes more than the previous record, also set in 1976 (and 11 minutes more than the 1978 average). This, TVB President Roger D. Rice said in releasing the figures, is "a clear indication of the American public's great confidence in television. The increased viewership serves as an endorsement of the television industry's ability to provide the entertainment and information, stimulation and satisfaction viewers demand from the television medium."

Hours of TV usage per TV home per day

	1972	1973	1974	1975	1976	1977	1978	1979
Jan.	7:01	6:58	6:56	7:04	6:59	7:16	7:08	**7:20**
Feb.	6:52	6:52	6:49	6:55	6:49	6:55	7:00	**7:11**
March	6:31	6:30	6:37	6:31	6:35	6:32	6:36	**6:41**
April	6:12	6:13	6:16	6:20	6:11	6:05	6:05	**6:26**
May	5:35	5:50	5:49	5:39	5:52	5:32	5:46	**5:53**
Jun.	5:28	5:29	5:32	5:31	5:36	5:24	5:28	**5:50**
July	5:14	5:29	5:19	5:12	5:33	5:13	5:32	**5:46**
Aug.	5:26	5:35	5:31	5:16	5:44	5:35	5:42	**5:55**
Sept.	6:02	6:08	6:08	5:55	6:03	5:55	6:09	**6:16**
Oct.	6:28	6:31	6:24	6:04	6:28	6:12	6:25	**6:32**
Nov.	6:50	6:46	6:39	6:26	6:49	6:30	6:44	**6:56**
Dec.	6:48	6:38	6:46	6:36	6:52	6:46	6:51	**6:53**
Yearly average	6:12	6:15	6:14	6:07	6:18	6:10	6:17	**6:28**

Boldface indicates all time high.

FCC tabulations as of Dec. 31, 1979

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,528	3	28	4,559	93	4,652
Commercial FM	3,106	2	47	3,155	176	3,331
Educational FM	1,011	0	27	1,038	87	1,125
Total Radio	8,645	5	102	8,752	356	9,108
Commercial TV						
VHF	514	1	2	517	8	525
UHF	221	0	8	229	60	289
Educational TV						
VHF	99	1	5	105	5	110
UHF	154	2	6	162	4	166
Total TV	988	4	21	1,013	77	1,090
FM Translators	279	0	0	0	152	431
TV Translators						
UHF	1,223	0	0	1,223	388	1,611
VHF	2,467	0	0	2,467	213	2,680

*Special temporary authorization

**Includes off-air licenses